

September 2012

LOUISIANA TOURISM INDUSTRY MONTHLY INDICATORS

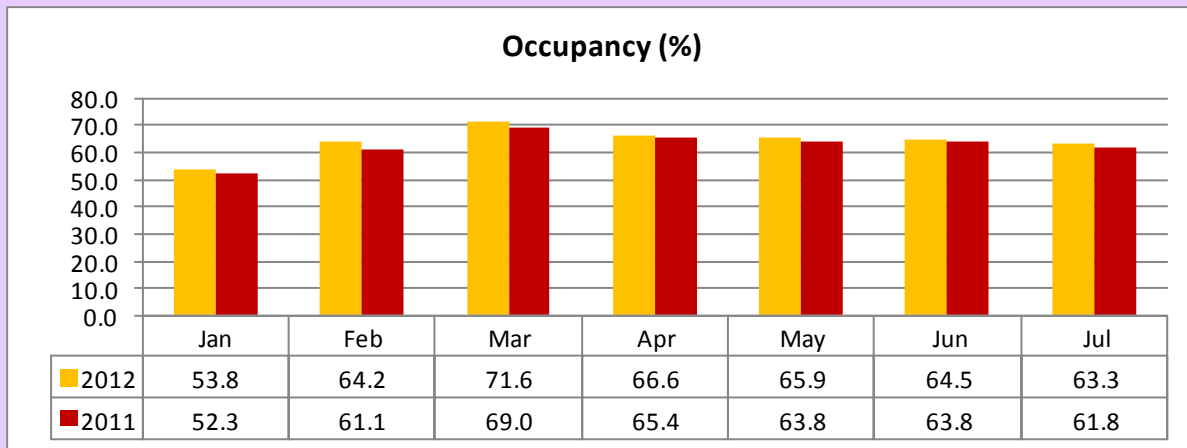


Produced by the Louisiana Office of Tourism

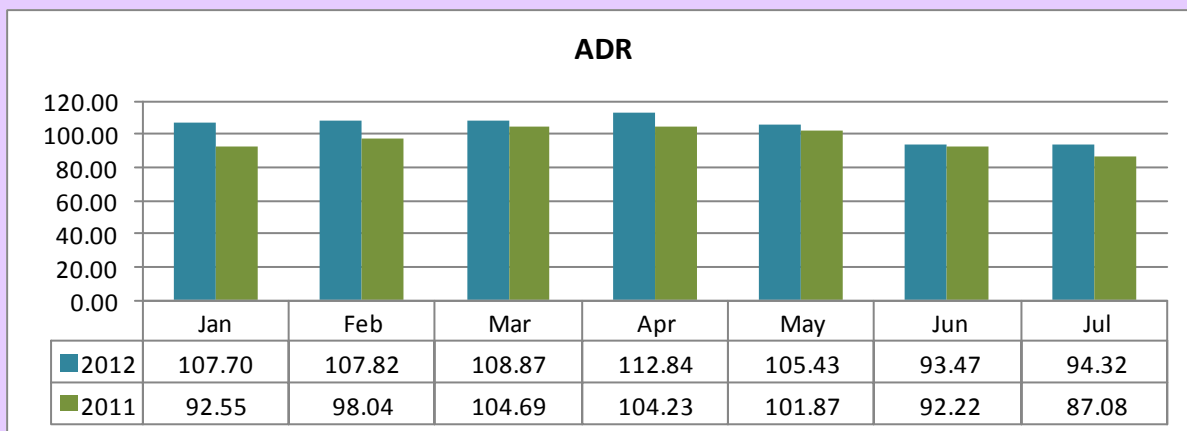
LouisianaTravel.com

Monthly Research Dashboard

LOUISIANA LODGING INDICATORS



Louisiana statewide occupancy rates saw an increase in this July's occupancy rate over last July's (1.5%).

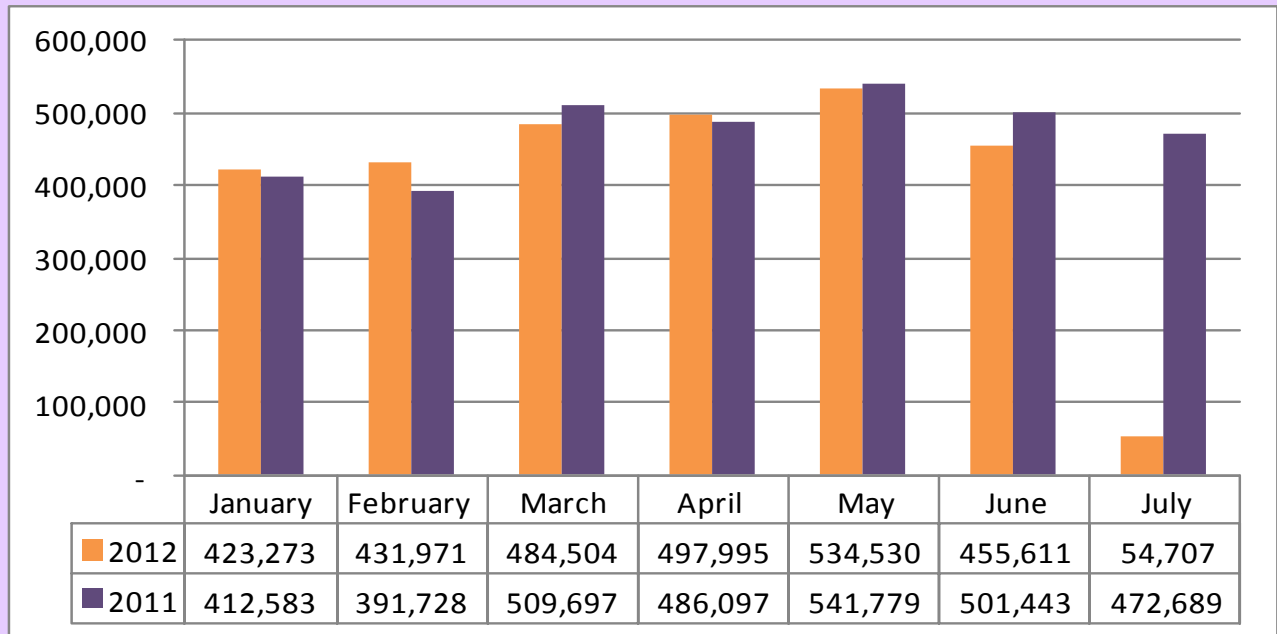


Louisiana statewide saw a slight increase in ADR from June to July and remains strong overall.

Source: Smith Travel Research

For more information on individual stats, please visit our Newsletter link at <http://www.crt.state.la.us/TOURISM/RESEARCH/home.aspx> or call Lynne Coxwell at 225-342-2876.

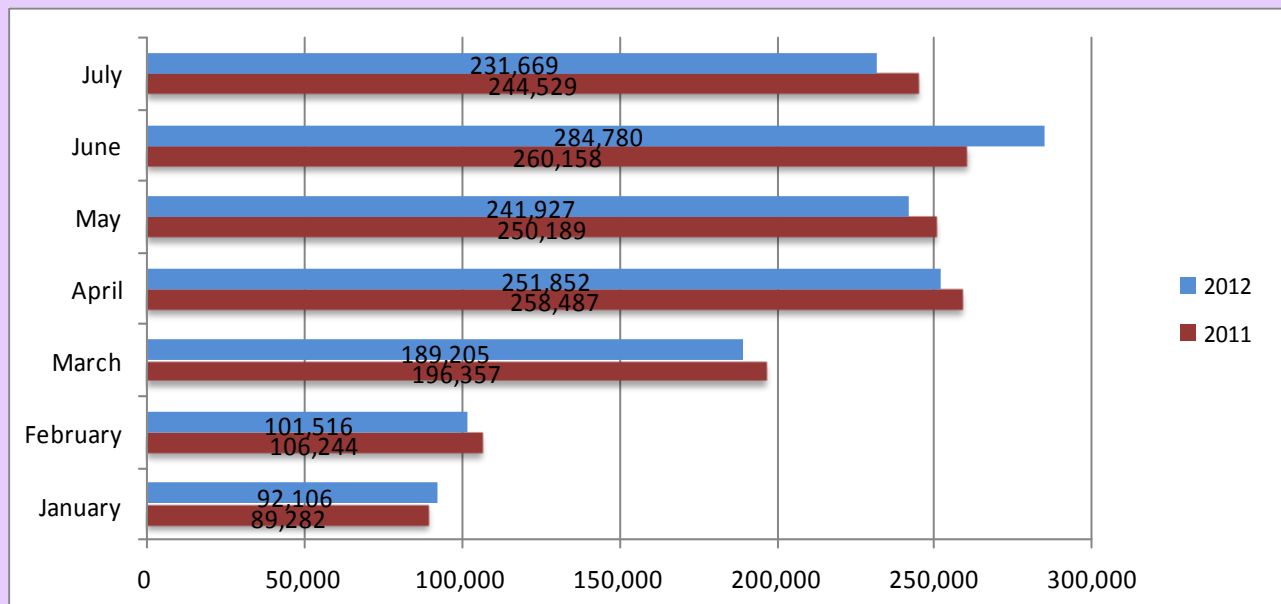
LOUISIANA AIRPORT TRAFFIC



Lafayette enplanements for June and July 2012; New Orleans and Shreveport enplanements for July 2012; and Monroe enplanements for March to July 2012 are **not** reported in total.

Source: Individual LA airports (New Orleans, Baton Rouge, Lafayette, Shreveport, Lake Charles, Monroe, and Alexandria)

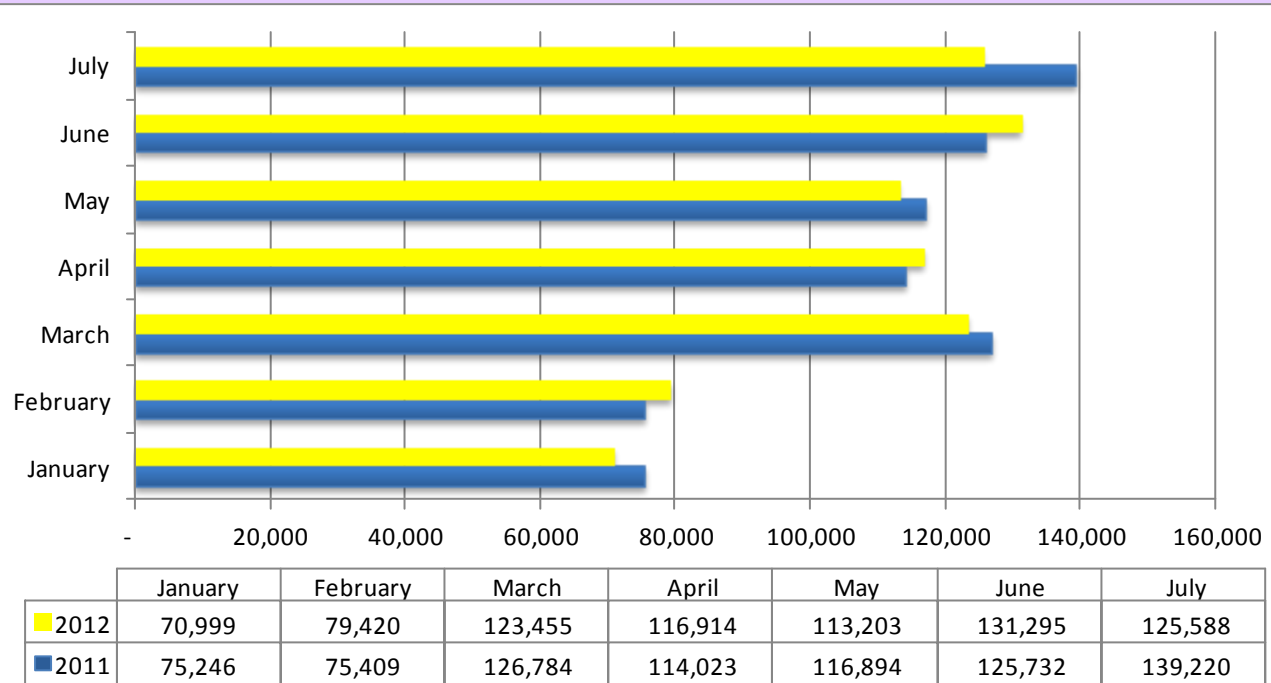
LOUISIANA STATE PARKS YR OVER YR VISITATION



For detailed information, please contact Reggie Dumas with State Parks at 225-342-8106.

Source: Louisiana State Parks

LOUISIANA WELCOME CENTERS



Top Ten Welcome Center International Visitor Totals Jan-July 2012

Canada*	14,697
France	5,013
Germany	4,653
United Kingdom	4,040
Mexico	3,406
Australia	2,784
Netherlands (Holland)	923
Belgium	827
Switzerland	790
Sweden	734

Top Ten Welcome Center Domestic Visitor Totals Jan-July 2012

LA	189,168
TX	151,361
MS	51,120
FL	42,294
AL	42,089
GA	20,330
CA	12,375
TN	11,981
OK	10,559
NC	9,946

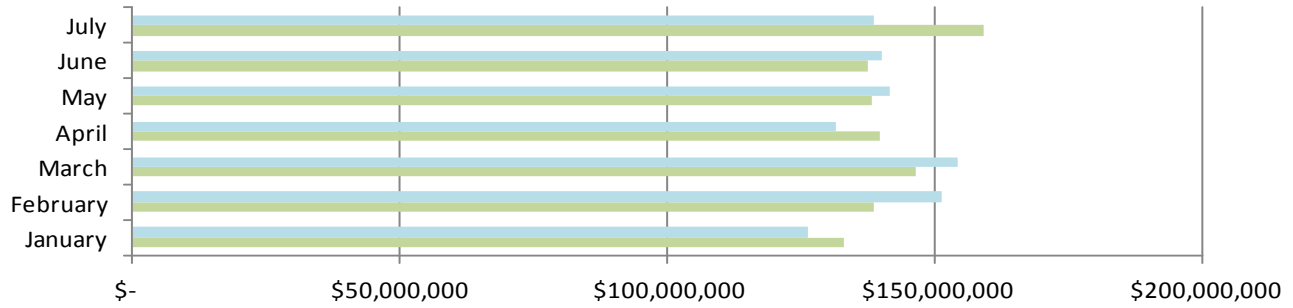
*Canada includes all of Canada provinces captured.

Contact Nancy Broussard in Welcome Centers at 225.342.8122 for specific welcome centers visitation numbers.

Source: Louisiana Welcome Centers

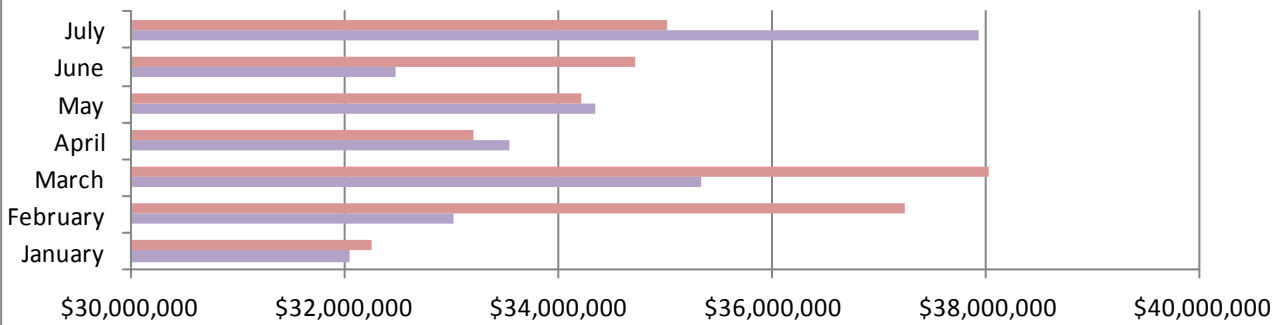
LOUISIANA GAMING GROSS REVENUE

Riverboats



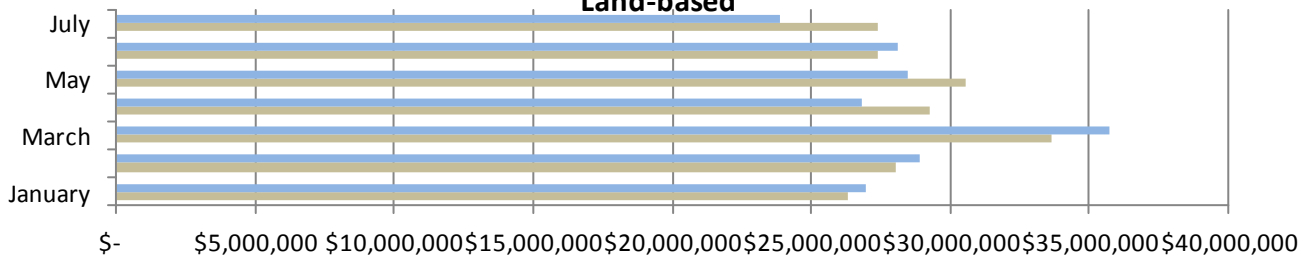
	January	February	March	April	May	June	July
2012	\$126,350,113	\$151,040,918	\$154,099,295	\$131,456,284	\$141,487,183	\$139,917,495	\$138,646,980
2011	\$132,867,506	\$138,399,920	\$146,384,305	\$139,644,432	\$138,289,572	\$137,384,167	\$158,981,190

Racinos



	January	February	March	April	May	June	July
2012	\$32,250,943	\$37,242,339	\$38,024,290	\$33,198,314	\$34,212,602	\$34,715,309	\$35,017,972
2011	\$32,041,683	\$33,013,352	\$35,336,062	\$33,549,105	\$34,336,256	\$32,482,742	\$37,936,263

Land-based



	January	February	March	April	May	June	July
2012	\$26,962,106	\$28,911,670	\$35,755,891	\$26,838,327	\$28,454,539	\$28,155,778	\$23,907,519
2011	\$26,353,567	\$28,048,215	\$33,665,160	\$29,299,259	\$30,532,470	\$27,368,548	\$27,438,205

Source: Louisiana State Police